



**athenahealth**

# Introduction to athenahealth and athenaClinicals



# Our Mission: To be the most trusted business service to medical groups

- Founded in 1997– Based in Watertown, MA
- Client base as of Q1 2009
  - 13,000+ physicians, 20,000+ total providers
  - Across 40 states and 60 medical specialties
  - Solo/Small Ambulatory Clinics to Mid-Size/Large (200+) Provider Ambulatory Physician Network
- IPO in September 2007 (NASDAQ: ATHN)
- 2008 revenue: \$139.6 million
  - 37 quarters of consecutive revenue growth



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**NASDAQ**  
GLOBAL SELECT



*As of March 31, 2009*



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# Our Goal is to be the Best in the World at Getting Clinicians Paid

Help practices get *paid more, faster* with *less hassle*

Launch Year



## athenaCollector<sup>SM</sup>

- Web-based practice management system
- Continuously updated payer billing rules
- Integrated back office billing and collections service operations

2000



## athenaClinicals<sup>SM</sup>

- Web-based electronic medical record
- Continuously updated clinical order and P4P requirements
- Integrated chart room 'Clinical' service operations

2006



## athenaCommunicator<sup>SM</sup>

- Web-based provider and patient portals
- Continuously updated schedule, results, and billing protocols
- Integrated front office patient service operations

2009



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# Our Approach...*Software Enabled Service*

## Web-Based Software

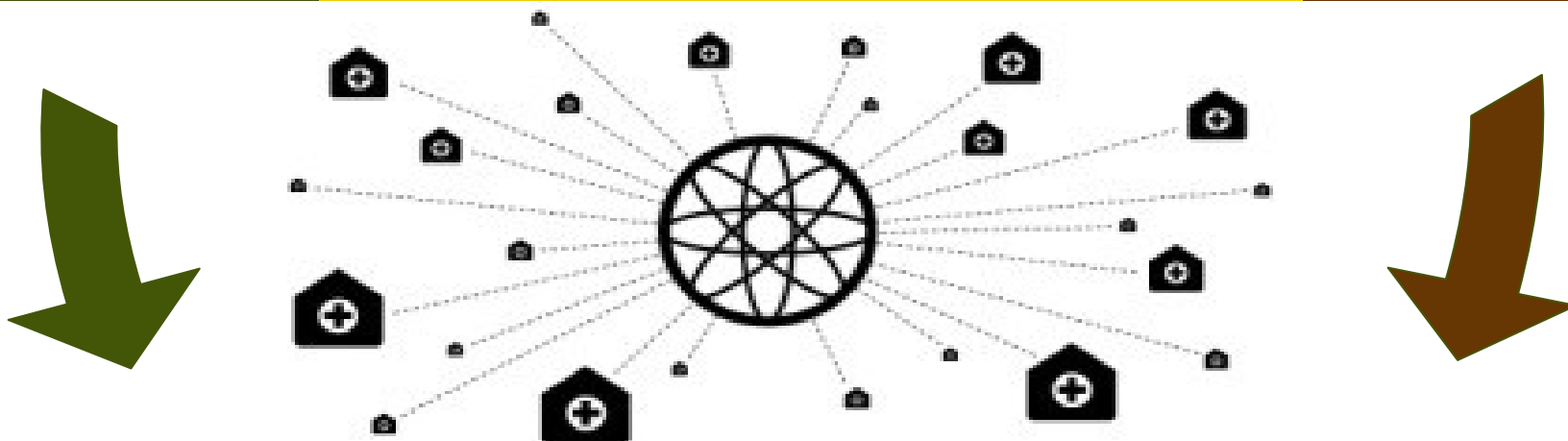
- Easy to Use
- Continually Updated

## Networked Knowledge

- The Largest Database of Payer Rules and Clinical Protocols
- Proprietary, Real-Time Shared Data Infrastructure

## Back-Office Services

- Proven, Intelligent Co-Sourcing Approach



**Low Investment:** No expensive hardware to install, maintain or upgrade

**Low Risk:** Flexible system adapts to changing government and insurance requirements

**All clients benefit from the experience of 20,000 providers and the intelligence-gathering of athenahealth experts, so you receive every dollar and available incentive payment you are owed.**

We help you **work more efficiently** by removing paper and your most time-consuming work.

We partner with your business to ensure **that it runs at its full potential**



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# Our unique approach will work in the new healthcare world

## Our Vision:

athenaClinicals is a web-based software enabled medical records service that *removes and manages clinical paper* and *obtains pay for performance revenue* for physicians.

athena does this *without any upfront cost*, and *without compromising physician time*.



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# athenaClinicals is a web-based software enabled service, providing more value than software



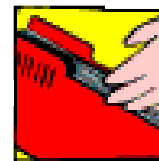
## Software

- CCHIT 2008 Certified
- Surescripts Certified
- Integrated with Collector and Communicator



## Knowledge

- Clinical Decision Support
- P4P Rules
- Specialty specific content and configuration
- Proactive Account Management to improve your practice performance



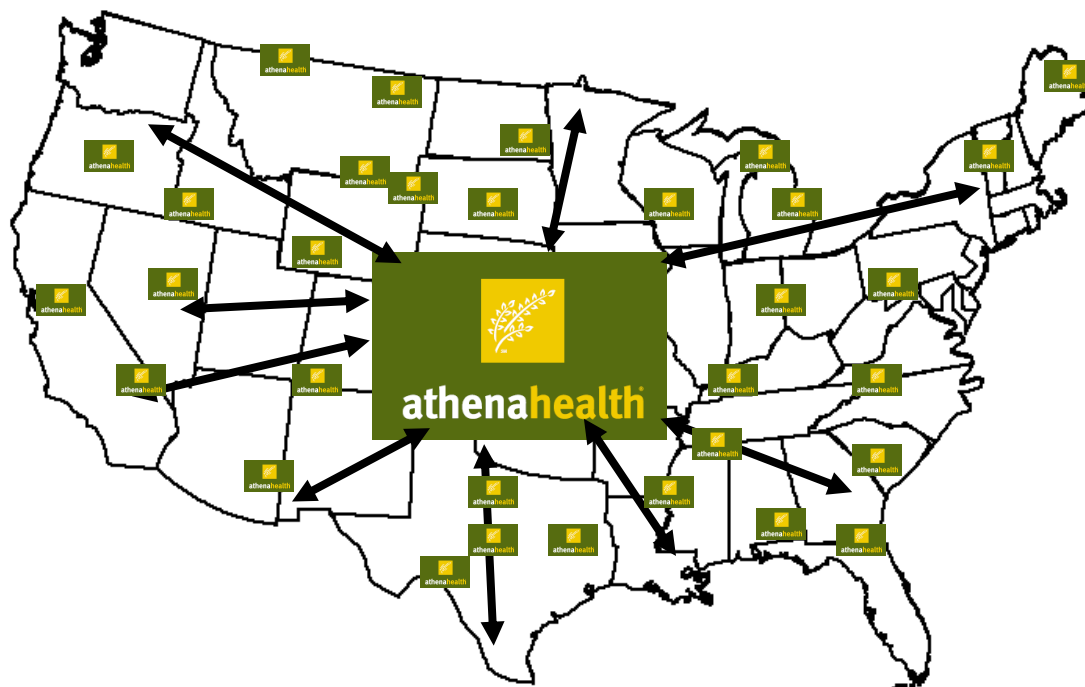
## Work

- Document Management
- Closed Loop Order Management
- P4P Management and Reporting
- Patient Follow Up (Reminders, Recalls)



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Compiling knowledge is what we do, and we do it better than anyone else



### athenaNet Knowledge Network

#### Data Management:

- Index of community labs, image facilities, pharmacies, providers
- Specialty exam templates
- Order types and alarms
- Lab mapping data for interfaces
- CPT code mapping for billing

#### Knowledge:

- P4P Rules and Clinical Reminders
- Billing rules integrated with athenaCollector
- Formulary checking rules
- Drug interaction rules
- E&M coding rules and calculator

#### Best Practices:

- User interface design based on efficiency and usability
- Performance Reports
- Multiple provider profiles supported
- Workflow recommendations via a consultative implementation



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# The Network benefit is evident as new P4P reporting requirements are rolled out to the entire athenaClinicals Community

## Clinical Guidelines

[Customize](#) ☐ Show Hidden

Name	Status	Actions
BCBS-RI #5: Screening for Obesity in Children - BMI recorded	filled 10/23/2008 <a href="#">Encounter</a>	<input type="text"/>
BCBS-RI #9: Blood Pressure Screening - done	due 10/06/2008	<input type="text"/>
BCBS-RI #4 Tobacco Use recorded	due 10/23/2008	<div>Snooze 1 week Snooze 1 month Snooze 2 months Snooze 3 months Snooze 6 months Hide: n/a Hide: patient refuses Hide: parent refuses</div>
		<input type="checkbox"/> Jotter

[Print Signed Orders](#)

## Assessment / Plan

### Assessment

We manage and maintain a global list of P4P, HEDIS Measures, CDC Guidelines, PQRI, and many other Health Maintenance Guidelines.





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# Our Service Team does the work required for successful EMR adoption

## Document Management



## EMR Support



## Consultative Implementation



### **athenaClinical Services Suite**

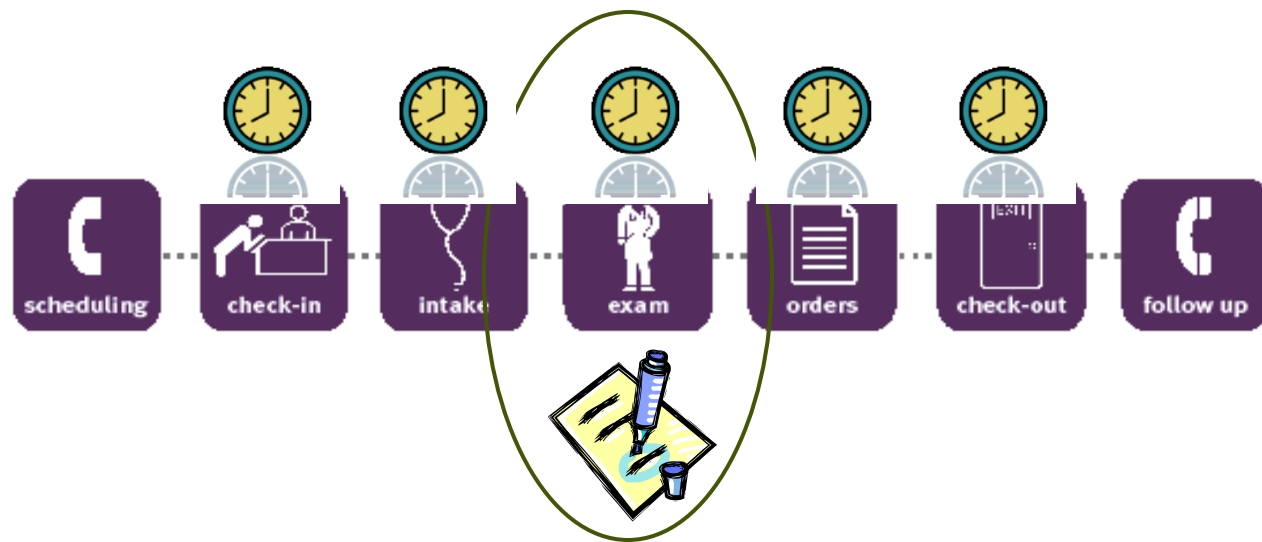
- Complete document management services including inbound document scanning, classification, data entry, result tie to order and quality assurance
- Fax server management for inbound and outbound faxing
- Result Interface development and 24/7 interface error management
- Template creation and customization
- Automated appointment reminder calls and lab result notification
- Consultative implementation and ongoing client support



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**We provide our service *without compromising physician time***

Lifecycle of a patient encounter





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# The Clinical Inbox displays the value of this service, where documents are routed to the correct user

athenaNet. home patient calendar clinicals billing reports admin research athena help logout 866-265-7922									
<div> <div>find patient</div> <div>find claim</div> <div>36510</div> <div>by id</div> </div>									
<div> <div>athenanetwork</div> <div>news &amp; messages</div> <div>workflow dashboard</div> <div>clinical inbox</div> </div>									
Assigned To	Encounters	Patient Cases	Orders / Rx's / Auths	Lab / Imaging	Clinical Documents	Admin / Phone Messages	Unknown Documents	Need Followup	Total
ATHENA	0	0	2	12	7	15	0	0	36
awilliams	0	11	29	24	0	0	0	0	64
cprettyman	0	0	0	0	0	1	0	0	1
crumbaugh	0	0	0	1	0	0	0	0	1
dsteib	19	2	0	6	42	1	0	0	70
esheehan	0	9	17	2	0	0	0	0	28
fcampos	0	0	0	0	0	2	0	0	2
gblevins	0	0	0	1	0	0	0	0	1
hhandy	0	0	0	4	1	0	0	0	5
jdowney	14	3	8	40	36	6	0	0	107
jmcnichols	13	3	3	37	13	0	0	0	69
jtolbert	0	1	0	0	0	0	0	1	2
lforsythe	4	0	1	7	2	0	0	0	14
mweldon	1	0	0	0	0	0	0	0	1
phoughton	0	0	0	6	0	0	0	0	6
sahmad	0	1	0	2	0	0	0	0	3
smorrissey STAFF	0	0	0	2	1	2	0	0	5
tarcher	0	1	0	0	0	0	0	0	1

Tasks for anilsen:

0

0

All (0)

Sign-off (0)

Recently Viewed

Surgeries/Procedures

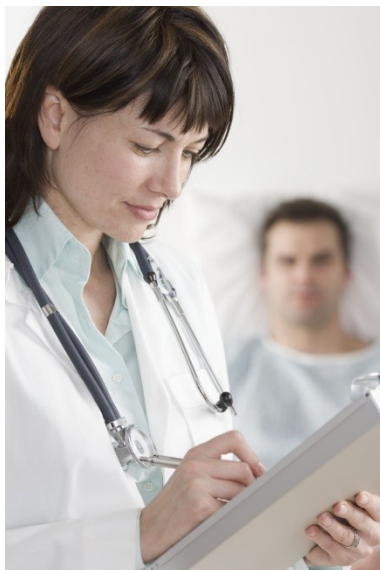
Search

! Status	Patient	Provider/Location	Description	Created
OPEN	Durant, Percy (63yo M)	CO	Encounter 12/11/2008 10:45AM FOLLOW UP OV	12/11/08
OPEN	Bowling, Rosie (40yo F)	CO	Encounter 12/11/2008 10:45AM NEW PATIENT CONSULT	12/11/08



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**Our software is easy to use**



### **CCHIT '08 Certified Web Based Software**

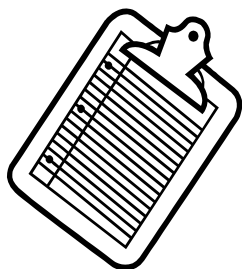
- RxHub certified e-prescribing features, including formulary checking, drug interaction rules
- Electronic order entry and interfaced results
- Connected by interface to labs, pharmacies, PACS systems, hospitals
- Task routing rules and Clinical Inbox View
- Integrated with athenaCollector and athena Patient Communicatory
- Continually updated clinical performance guidelines and reporting requirements
- Structured data capture required only when needed for reporting or quality purposes



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# Our software is customizable to adapt to a providers preferred documentation method

Paper  
Forms



Jotter ink



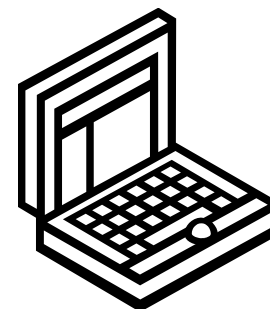
Transcribe



Voice  
Recognition



Structured  
Templates



## Web Based EMR Software

- CCHIT 2006 & 2008 Certified web native EMR
- RxHub certified and certified for Medicare e-prescribing incentives
- Integrated with athenaCollector and athena Patient Communicator
- Automatically updated clinical payor performance reporting
- Easy to use interface that supports different modes of use and can be adopted in a low risk way



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# Structured data capture is required where it matters

facesheet | health history | **current encounter**

Intake/History | Visit | Summary

**3. 78906: Abdominal pain, epigastric - sample note**

Plan

**BENTYL 10 MG CAP**

Change   ☒ Prescribe ☐ Administer ☐ Dispense [Show Dose By Weight](#) [Unstructured](#)

Sig Take  capsule(s)   by oral route   for  day(s)

Qty  capsule(s) Refills  DAW ☐

Pharmacy [CVS PHARMACY # 7762 \(RETAIL\): 2012 S WASHINGTON ST, AMARILLO, Ph \(806\) 379-6193, Fax \(806\) 379-8960](#)

Note to Pharmacy

Submitter   Submit Date

Internal Note

[Print](#) Assigned to nobody [CLOSED] as [task #50639](#) ☐ Quickpick ☐ Documentation only ☐ Jotter

**Medication** **Lab** **Patient Info** **DME** **Other Order** **Order Set**

**Diagnosis** **Diagnosis Order Set** ☐ Sign These Orders Save as Order Set:

Electronic prescribing provides interaction checking, formulary information and can be tracked for e-prescribing incentive payments



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# Integration with athenaCollector takes the mystery and work out of coding and charge entry

## E & M Code

Please complete all encounter documentation and save before answering any unanswered questions about your encounter. Then, review the prepopulated answers and save the encounter to generate the calculated code. If any questions are not answered or documentation has not been saved, a code may not be calculated or may be calculated incorrectly.

### Encounter Type

Type of Service	Preventative Medicine - Evaluation/Management
Type of Exam	1997 - General Multi-System
Patient Status	<input checked="" type="radio"/> New <input type="radio"/> Established (Suggested New)
Face Time	<input type="text"/> minutes
Over Half	<input type="checkbox"/>

### Medical Decision Making

Overall	Low Complexity
Dx/Management Options	Limited
Complexity of Orders/Results	Limited
Problem Risk	Low

### Calculated CPT

99386

The calculated E&M code is for beta testing purposes only. The actual E&M code should be determined by your trained coding professionals.

Notes	<input type="text"/>
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☐ Jotter

### History

Overall	Expanded Problem Focused	
HPI	None	Brief
PFSH	None	Pertinent
ROS	None	Problem Pertinent

### Physical Exam

Exam Scope	Problem Focused	Expanded Problem Focused
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athenaClinicals E&M calculator translates visit documentation into CPT codes and transfers those codes to Collectors billing workflow



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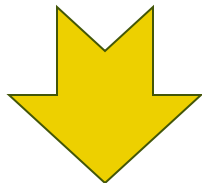
Because software is not enough...

### athenaClinicals

**athenaNet  
Knowledge Network**

athenaClinicals  
Services Suite

CCHIT'08 Certified  
Web-Based Software



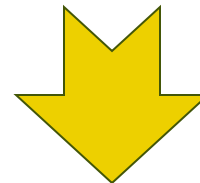
- Less Cost
- More Revenue
- More Control

### Typical EMR Software

**Not connected**

**More Burden on Your Staff**

CCHIT'08 Certified  
Web-Based Software



- High Upfront Cost
- Unproven ROI
- No Process Control





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athenaClinicals is a new choice...

It gives you control over clinical workflows and supports your  
delivery of  
quality patient care.

Its an easy to use clinical solution  
that reduces practice costs and  
gets you paid with less hassle.